

FIG. 1

# Program Action

## Options available

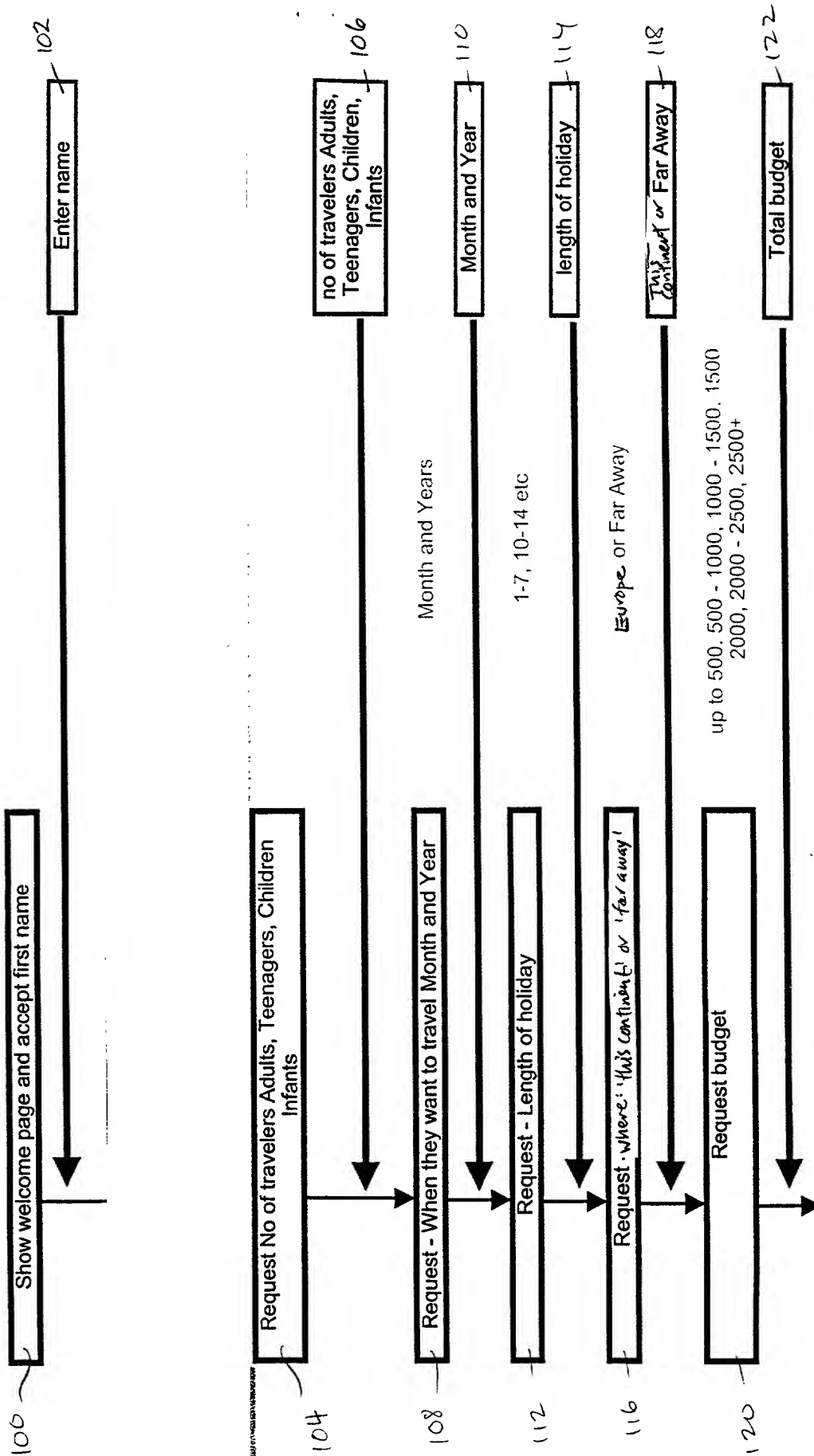


FIG. 2A

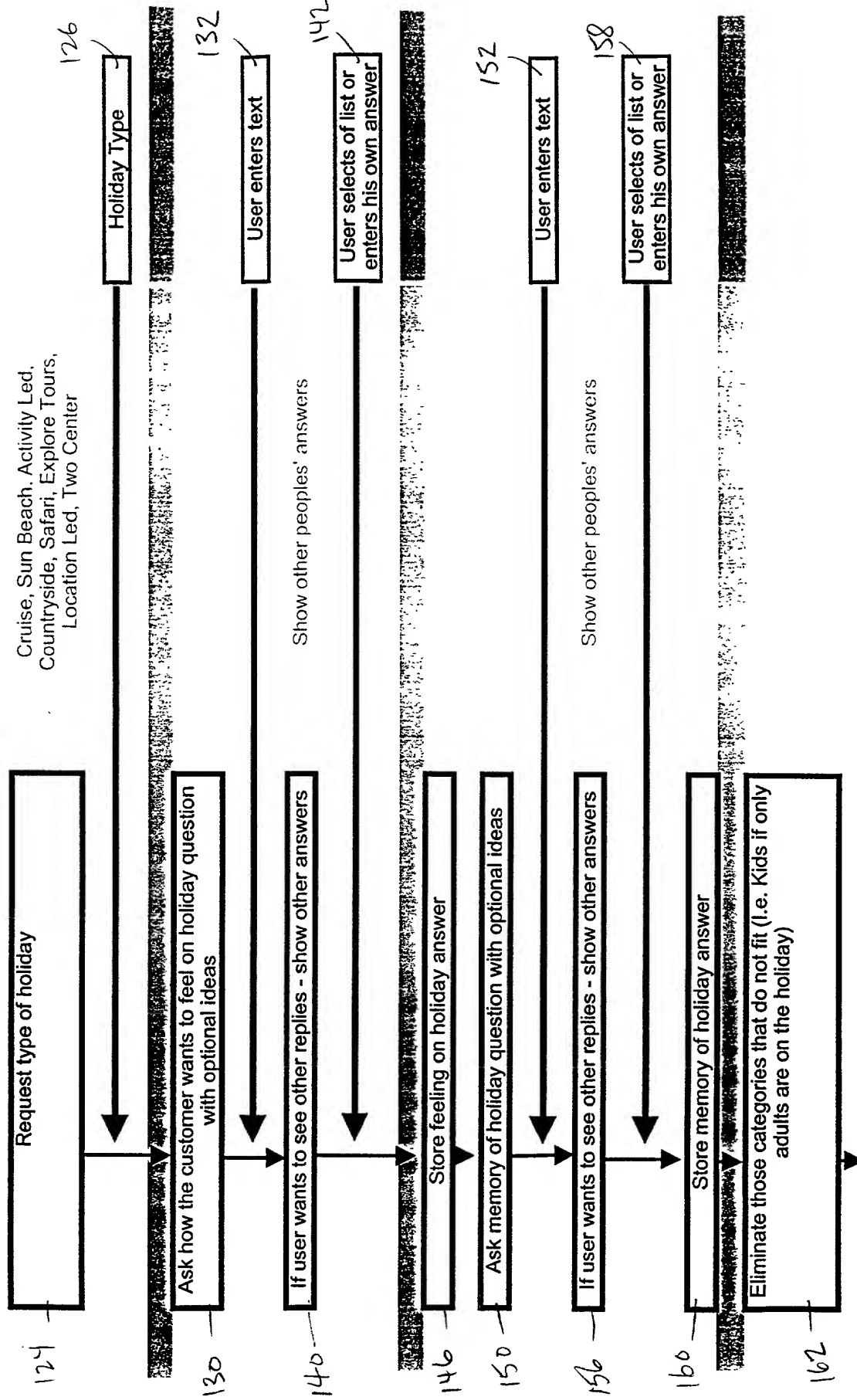


FIG. 2B

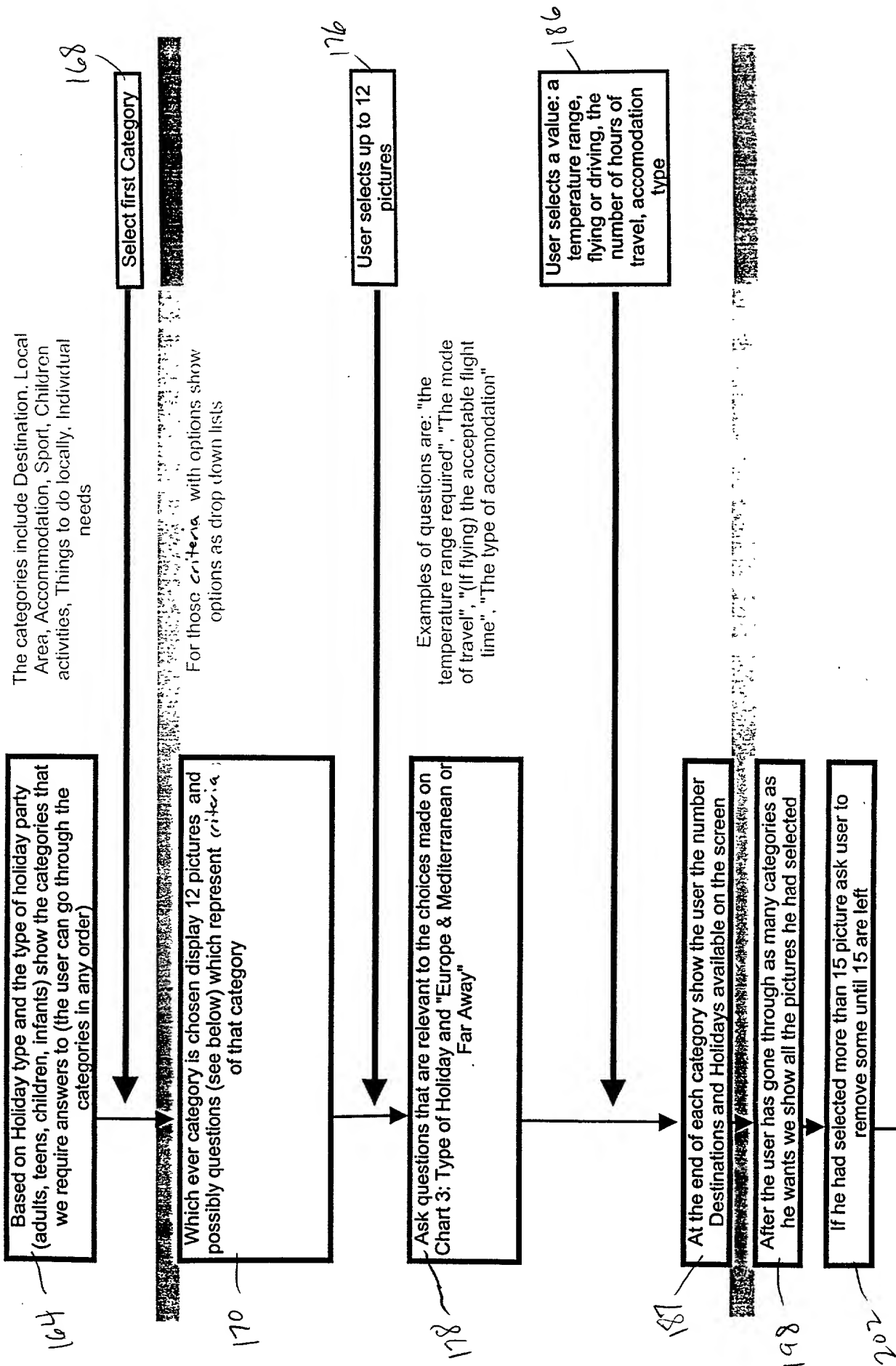


FIG. 2C

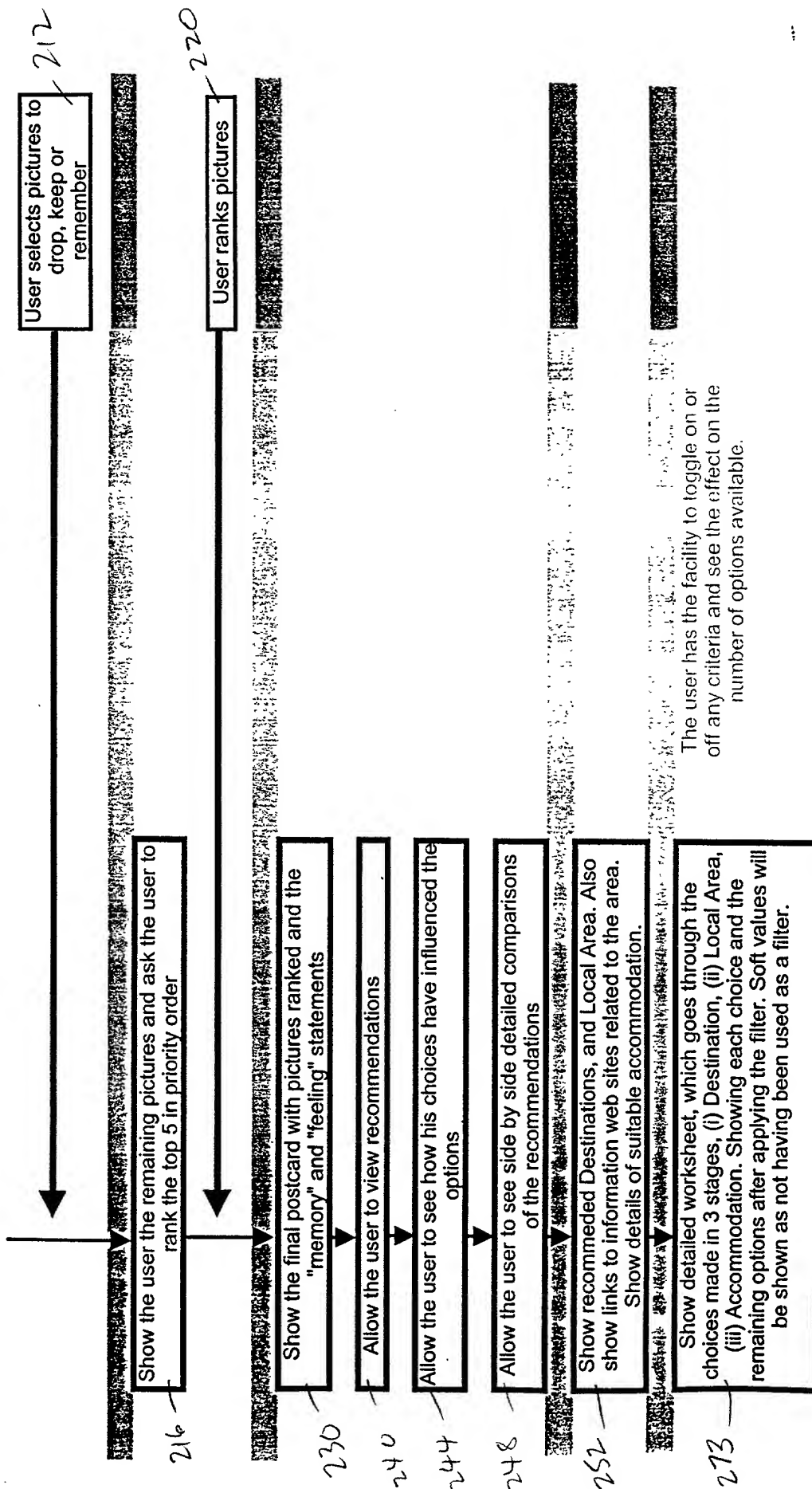
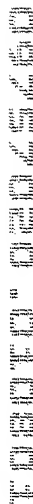


FIG. 20



**Firstly,**

## How do you want to feel on this holiday ?

# Done!

## Ideas

Feel free to have a look at what other people have said.

## Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

## Rob's Postcard

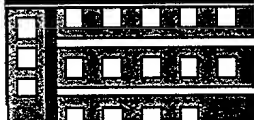


FIG. 3

Let's establish the two most important aspects of any holiday?

Firstly,

128

How do you want to feel on this holiday?

134

136

Ideas

Feel free to have a look at what other people have said.

Edit

Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

148

What do you want your overwhelming memory to be?

154

Ideas

Feel free to have a look at what other people have said.

Done

Rob's Postcard



FIG. 4

FIG. 5



172 172a 170 184 180 182

# Airtours

The Holiday Makers

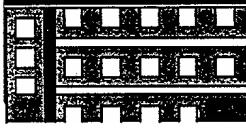
- Get Clear Menu
- Location
  - Where to stay
  - What to do
  - Key for children
  - Treats for others
  - Local Area

170

## Stop & Save

- How can we help?
- Type of Holiday
  - Getting clear
  - Your Postcard
  - Recommendations

## Rob's Postcard



## What sort of European/Mediterranean Beach destination do you fancy?

Check white boxes on the ones for you. Not too many!

<p>Sun, Sea &amp; Sand</p>	<p>Peace &amp; Quiet</p>	<p>Active</p>	<p>Places to explore</p>
<p>Dramatic Scenery</p>	<p>Away from it all</p>	<p>Romantic</p>	<p>Lively</p>
<p>Old World</p>	<p>New World</p>	<p>Holiday Location</p>	<p>Cultural Location</p>

What temperature suits? 80 > 90 ☒

How will you travel?

Air ☒



What about flight times? 8-12 hrs ☒

FIG. 6

FIG. 7

Get Clear Menu  
Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

188

Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

Rob's Postcard

## What are you looking for in the local area where you'll stay?

Select the things that interest you most. But please note that the actual places featured whilst in Europe may not be in the Area you are going to.



On the Strip



Out of Town



Scenic Views



Seclusion



Modern



Heritage



Passion for food



Glamorous



Night Life



Restaurants



Street cafes



Local Markets

GO

FIG. 8

FIG. 9

# Airtours

The Holiday Makers

## Get Clear Menu

Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

## Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

## Rob's Postcard

What is going to be important for your kids?



Playmates



Games



Kids Club



Children's Pool



Baby Sitting



High Chairs/Cots



Children's Menus



Safe Disco



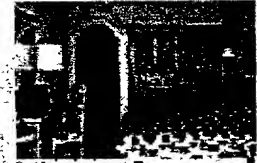
Safe Beach



Play Area



4-5 Bed Rooms



Joining Rooms



FIG. 10

007570302560

**Airtours**  
The Holiday Makers

**Get Clear Menu**  
Location  
Where to stay  
What to do  
Key for children  
Treats for others  
Local Area

194

**Stop & Save**

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations

**Rob's Postcard**

# What do you want to do on holiday?

Select the things that interest you most. But please note that the actual places featured whilst in Europe may not be in the Area you are going to.



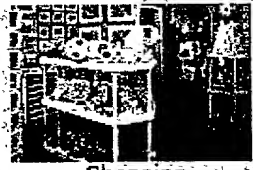
Restaurants



Family eating out



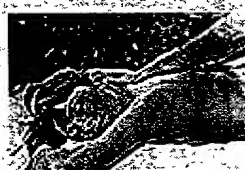
Shopping



Shopping



Street Cafes



Be Pampered



Romantic Evenings



Clubbing



Bike/Car Hire



Beauty Spots



Historic Places



Museums

FIG. 11





204

**You have selected 23 images, which now need to be reduced to 15.**  
**Please drop 7 by clicking on the tabs to indicate which to keep or drop.**  
We will take account of any you drop in evaluating recommendations.

**Airtours**  
The Holiday Maker

## Rob's personal Postcard - May 2001

	1st	2nd	3rd	4th	5th
2 Adults 2 Children					
Europe & Med	Hideaway gems <b>Keep</b> <input checked="" type="checkbox"/> 206 - 210	Resort <b>Drop</b> <input checked="" type="checkbox"/> 208	Landmark Cities <b>Keep</b> <input checked="" type="checkbox"/> 206 - 210	Romantic <b>Keep</b> <input checked="" type="checkbox"/>	Hilltop Retreat <b>Keep</b> <input checked="" type="checkbox"/>
Sun- Beach					
10-14 days	Dramatic <b>Drop</b> <input checked="" type="checkbox"/>	Desert/Island <b>Drop</b> <input checked="" type="checkbox"/>	Resort <b>Keep</b> <input checked="" type="checkbox"/>	Inspirational <b>Keep</b> <input checked="" type="checkbox"/>	Dramatic <b>Keep</b> <input checked="" type="checkbox"/>
Budget: £2000- 2500					
Stop & Save	Romantic <b>Drop</b> <input checked="" type="checkbox"/>	Lively <b>Keep</b> <input checked="" type="checkbox"/>	Harbour Views <b>Keep</b> <input checked="" type="checkbox"/>	Scenic Coast <b>Drop</b> <input checked="" type="checkbox"/>	Desert Island <b>Keep</b> <input checked="" type="checkbox"/>
	Romantic <b>Drop</b> <input checked="" type="checkbox"/>	Lively <b>Keep</b> <input checked="" type="checkbox"/>	Harbour Views <b>Keep</b> <input checked="" type="checkbox"/>	Scenic Coast <b>Drop</b> <input checked="" type="checkbox"/>	Desert Island <b>Keep</b> <input checked="" type="checkbox"/>

FIG. 13

200



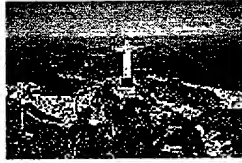














218

Prioritise your top five, which will then appear on the top row of you postcard.  
The remainder of your preferences will appear below and will still the used in our recommendations.

**Airtours**  
The Holiday Makers

## Rob's personal Postcard - May 2001

	1st	2nd	3rd	4th	5th
2 Adults 2 Children					
Europe & Med	Hideaway gems Put in my top five <u>4</u>	Resort Put in my top five <input checked="" type="checkbox"/>	Landmark Cities Put in my top five <input checked="" type="checkbox"/>	Romantic Put in my top five <input checked="" type="checkbox"/>	Hilltop Retreat Put in my top five <input checked="" type="checkbox"/>
Sun- Beach					
10-14 days	Dramatic Put in my top five <u>3</u>	Desert Island Put in my top five <input checked="" type="checkbox"/>	Resort Put in my top five <input checked="" type="checkbox"/>	Inspirational Put in my top five <u>5</u>	Dramatic Put in my top five <u>2</u>
Budget: £2000- 2500					
Stop & Save	Romantic Put in my top five <input checked="" type="checkbox"/>	Lively Put in my top five <input checked="" type="checkbox"/>	Harbour Views Put in my top five <input checked="" type="checkbox"/>	Scenic Coast Put in my top five <input checked="" type="checkbox"/>	Desert Island Put in my top five <u>1</u>

214















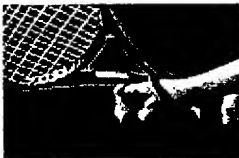
FIG. 14

FIG. 15

**Airtours**  
The Holiday Maker

## Rob's Family Postcard - May 2001

234 2324 236 232 2324 242 238

Priorities	1st	2nd	3rd	4th	5th
2 Adults 2 Children					
Europe & Med	Holiday Location	Kid's Club	Kid's Pool	Games	Exploring
<i>Memory of being a family that I'll cherish forever</i>					
Sun- Beach					
10-14 days	Standard	Full Board	Kid's Menu	Play Area	Snorkeling
<i>Feel happy and away from it all</i>					
Budget: £2000- 2500					
Bike/Car Hire	Baby Sitting	Sun, Sea & Sand	Riding	Tennis	
<b>Edit</b>	<b>Shop &amp; Save</b>	SUGGEST = view recommendations. REASONS = how your criteria worked. Change if required			

228 246

FIG. 15

FIG. 16

254

253a

258

256

260

262

264

250

266

268

270

253b

# Barbados

**Barbados** is a small island in the Caribbean Sea, known for its beautiful beaches, historic sites, and vibrant culture. It is a popular destination for tourists seeking a relaxing vacation.

**St James Beach** is a beautiful beach located in St James, Barbados. It is known for its golden sand and clear blue water. The beach is a popular spot for sunbathing and swimming.

**May** is a great time to visit Barbados. The weather is warm and sunny, and there are many festivals and events taking place.

**What to see and do** in Barbados includes visiting the historic sites, enjoying the beaches, and experiencing the local culture.

**RECOMMENDATIONS**

**ALMOND BEACH CLUB**  
Holetown St James  
161 rooms, in beautiful 32 acre gardens, all with air conditioning. Choice of restaurants and bars. Beach front; Pools; Tennis Courts; Watersports; Spa, and wide range of pampering and relaxation treatments.

**CORAL REEF CLUB**  
Holetown St James  
85 rooms, in beautiful gardens, all spacious with air conditioning. Choice of restaurants and bars. Beach front; Pools; Tennis Courts; Watersports; Spa, and wide range of pampering and relaxation treatments.

**PRICE:**  
2 Adults x 14 nights @ circa £4125  
7 Nights 1229 extra nights 119  
Full board; local drinks; and sports

**FLIGHTS:**  
Heathrow. Mon/Thurs/Sun  
Gatwick: Daily  
**AVAILABILITY:**  
May usually shows some spare capacity.

# Aruba

**Aruba** is a small island in the Caribbean Sea, known for its beautiful beaches, historic sites, and vibrant culture. It is a popular destination for tourists seeking a relaxing vacation.

**Palm Beach** is a beautiful beach located in Palm Beach, Aruba. It is known for its golden sand and clear blue water. The beach is a popular spot for sunbathing and swimming.

**May** is a great time to visit Aruba. The weather is warm and sunny, and there are many festivals and events taking place.

**What to see and do** in Aruba includes visiting the historic sites, enjoying the beaches, and experiencing the local culture.

**RECOMMENDATIONS**

**ARUBA MARRIOTT RESORT**  
Palm Beach  
411 rooms, in 10 acres tropical gardens, all with air conditioning. Choice of restaurants and bars. Beach front with Pool, swim up bar; Tennis Courts; Watersports; Spa; Sauna; Shops and Casino.

**PRICE:**  
2 Adults x 14 nights @ circa £3098  
Room Only  
7 Nights from 1069 ext a nights 68

**FLIGHTS:**  
Daily via Amsterdam  
**AVAILABILITY:**  
May usually shows some spare capacity.

**Rob's Postcard**

FIG. 16



## This is how your choices influenced your options

TYPE OF PACKAGE	Sun/Beach	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
DURATION	10-14 days	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
TRAVELLERS	2 adults	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
HOW FAR ?	Far Away	<input checked="" type="checkbox"/> On/Off	92 destinations
BUDGET	2500-3000	<input checked="" type="checkbox"/> On/Off	92 destinations
FLIGHT TIME	8-12 hrs	<input checked="" type="checkbox"/> On/Off	36 Destinations
DATE	May	<input checked="" type="checkbox"/> On/Off	36 Destinations
TEMPERATURE	80-90	<input checked="" type="checkbox"/> On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
RAINFALL	under 3"	<input checked="" type="checkbox"/> On/Off	Aruba, Barbados, China (Peking)
LOCAL AREA	Resort	<input checked="" type="checkbox"/> On/Off	Aruba, Barbados
	Romantic	<input checked="" type="checkbox"/> On/Off	A matter of personal judgement
	Inspirational	<input checked="" type="checkbox"/> On/Off	A matter of personal judgement
	Glamorous	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach, Auba, Palm Beach
ACCOMODATION	Luxury	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3. Aruba, Palm Beach x 1
	Full Board	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3. Aruba, Palm Beach x 1
	Pool	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1
	Beachfront	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1
SPORTS	Suba Diving	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1
THINGS TO DO	Restaurants	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach = Amond Beach Club = Coral Reef Club Auba, Palm Beach = Aruba Marriott Resort

Stop & Save

How can we help?  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations



FIG. 17

# This is how your choices influenced your options

TYPE OF PACKAGE	Sun/Beach	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
DURATION	10-14 days	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
TRAVELLERS	2 adults	<input checked="" type="checkbox"/> Edit	139 destinations with 7,500 hotels/villas/appartments
HOW FAR ?	Far Away	<input checked="" type="checkbox"/> On/Off	92 destinations
BUDGET	2500-3000	<input checked="" type="checkbox"/> On/Off	92 destinations
FLIGHT TIME	8-12 hrs	<input checked="" type="checkbox"/> On/Off	36 Destinations
DATE	May	<input checked="" type="checkbox"/> On/Off	36 Destinations
TEMPERATURE	80-90	<input checked="" type="checkbox"/> On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
RAINFALL	under 3"	<input checked="" type="checkbox"/> On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
LOCAL AREA	Resort	<input checked="" type="checkbox"/> On/Off	Kenya (Mombasa/Malini), Maldives, Seychelles, Sri Lanka, Antigua< Aruba, Bahamas, Barbados, Cayman, Cuba, Grenada, Jamaica, Nevis, St Kitts, St Lucia, Trinidad & Tobago, Turks & Caicos, Orlando and China (Peking)
	Romantic	<input checked="" type="checkbox"/> On/Off	A matter of personal judgement
	Inspirational	<input checked="" type="checkbox"/> On/Off	A matter of personal judgement
	Glamorous	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach, Auba, Palm Beach Grenada, Grand Anse Beach, Antigua, English Harbour, Nevis, Pinney's Beach, Jamaica, Montego Bay
ACCOMMODATION	Luxury	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Aruba, Palm Beach x 1 Grenada, Grand Anse Beach x 3, Antigua, English Harbour x 1, Nevis, Pinney's Beach x 1, Jamaica, Montego Bay x 3
	Full Board	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3, Aruba, Palm Beach x 1 Jamaica, Montego Bay x 3
	Pool	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1 Jamaica, Montego Bay x 3
	Beachfront	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1 Jamaica, Montego Bay x 2
SPORTS	Suba Diving	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach x 3 Auba, Palm Beach x 1 Jamaica, Montego Bay x 2
THINGS TO DO	Restaurants	<input checked="" type="checkbox"/> On/Off	Barbados, St James Beach = Amond Beach Club = Coral Reef Club Auba, Palm Beach = Aruba Marriott Resort Jamaica, Montego Bay = Tryall = Half Moon Club

## Stop & Save

How can we help  
Type of Holiday  
Getting clear  
Your Postcard  
Recommendations





## Detailed side-by-side comparison of options

<b>HOTEL</b>	Royal Hideaway	Tamarind Cove
<b>DESTINATION</b>	Mexico	Barbados
<b>LOCAL AREA</b>	Yucatan Peninsula	St James Beach
<b>TRANSFER TIME</b>	45 mins	40 mins
<b>No OF ROOMS</b>	200	166
<b>FULL BOARD</b>	Yes	Yes
<b>DISTANCE TO BEACH</b>	Beachfront	Beachfront
<b>SWIMMING POOL</b>	2 main + 2 relax	4 main + 2 whirl
<b>BARS</b>	3	4
<b>FITNESS CENTRE</b>	Yes	Yes
<b>SAUNA</b>	Yes	No
<b>RESTAURANTS</b>	5	1
<b>ON-SITE ENTERTAINMENT</b>	Nightly	Nightly
<b>SPORTS FACILITIES</b>	Kayaks, windsurfing, snorkeling, catamaran, Sailing, Water Polo, Bike Hire	Waterskiing, Windsurfing, Sunfish & Catamaran sailing kayaks, snorkelling all with tuition
<b>MASSAGE</b>	Yes	No
<b>COCKTAIL PARTY</b>	Weekly	No
<b>CASINO</b>	Yes	No
<b>GOLF COURSE</b>	Nearby	
<b>ROOM SERVICE</b>	Yes	No
<b>GARDEN ROOMS</b>	Yes	Yes
<b>SUPERIOR ROOMS</b>	Yes	Yes
<b>STANDARD ROOMS</b>	Yes	Yes
<b>AIRCONDITIONING</b>	Yes	Yes
<b>TELEPHONE IN ROOM</b>	Yes	Yes
<b>TV + SATELLITE in ROOM</b>	Yes	TV
<b>CD HIFI in ROOM</b>	Yes	No
<b>RATES MAY 7 nights</b>	1397	917
<b>RATE MAY Extra Nights</b>	133	75
<b>RATE MAY Ocean View Twin</b>	17	9
<b>RATE MAY Jun Suit Pool/Garden View</b>		19 19
<b>RATE MAY Jun Suite Ocean view</b>		32

Stop & Save

Rob's Postcard



FIG. 19